



## **Cost Recovery, Resource Allocation, and Revenue Enhancement Study**

### **Values and Vision Statements**

(based on input from the August Leadership Summit, Employee Summit, and July public focus groups/stakeholder meetings)

**The Value of Park and Recreation services to the San Diego County community is:** (in no particular order)

#### **Community:**

- Parks and community centers reflect a diverse and a positive community identity.
- Safe and well-maintained park facilities promote family-friendly recreation, reduced crime, cultural harmony and community spirit.
- A physically and socially connected community encourages active and involved stewards and citizens.
- Innovative programming pro-actively responds to changing demographics while addressing current trends in support of each community's identity; thus fostering ownership.

#### **Health:**

- Parks and recreation opportunities foster healthy lifestyles, build self-esteem, reduce stress and provide positive alternatives for youth.
- Passive and active recreation experiences promote healthy aging and socialization.

#### **Environmental:**

- Parks and open space areas help protect natural resources and wildlife, enhance water and air quality and improve overall community livability.
- Park visitors have the opportunity to learn about the environment first hand and take those lessons home with them.

#### **Economic:**

- Parks enhance property values, contribute to healthy and productive workforces, and help attract and retain businesses.
- A financially sustainable park system will leverage taxpayer investments by using volunteers and other alternative funding sources.

#### **Leadership:**

- The Department will model sustainable practices to ensure our legacy and connect the County through accessible service.
- The Department will cultivate cost effective and innovative opportunities by capitalizing on strategic collaborations and partnerships.



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### **Vision**

***A park and recreation system that is the pride of San Diego County***

We will accomplish this through the following:

- Increasing awareness of, and appreciation for the “jewels of San Diego County”: preserves, regional parks, and river valleys.
- Improving the health of San Diego County– environmental, physical, mental, community and economic.
- Sustaining the current level of service, infrastructure, and a dynamic balance between passive and active recreation.

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